

5.6.4 Summary of Fare Alternative Scenarios

The impacts on revenue and pass usage for the base level and the alternative scenarios is shown in Table 5-4 for downtown workers and shoppers and in Table 5-5 for visitors. Table 5-5 also shows the total revenue for each alternative. As noted above, the analysis of these alternatives did not include an assessment of the impacts of these scenarios on ridership, only the impact on relative usage of each fare product.

Of the alternatives to the base scenario, the higher single ride scenario is most likely to have adverse impacts on ridership since it imposes higher fares on downtown workers and shoppers who may be more sensitive to fare increases than visitors, and it increases fares for trips that visitors might consider optional, such as trips from the Mall into downtown. It does increase the share of visitor trips made with passes, putting more passes into visitors' hands so that they might be more likely to make extra trips to shop or dine, but it does not increase visitor pass use as much as other alternatives.

The advanced sales scenario would greatly increase pass use by visitors and would increase revenue substantially. It is not likely to decrease ridership since such sales would be optional. It would, however, require significant marketing efforts and partnership arrangements to bring this about. The higher monuments fare scenario would bring about similar increases in pass use and revenue with much less effort. There could be a slight disincentive to use the Circulator but, as noted above, the higher fares would be imposed for a service that visitors would likely consider essential and worth the price. Visitors would then have a pass giving them unlimited rides for at least three days to explore the Mall and the downtown.

Table 5-4: Revenue from Downtown Workers and Shoppers for Alternative Scenarios

		Base		Higher Single Ride	
Annual Circulator Trips	weekly combo/monthly/annual	1,531,880	42%	2,428,916	67%
	Combo 1-Day pass	50,416	1%	75,624	2%
	Circ. 1-Day pass	75,624	2%	100,833	3%
	single ride	1,976,944	54%	1,029,491	28%
	all fare products	3,634,864		3,634,864	
Revenue per Passenger	weekly combo/monthly/annual	\$0.37		\$0.47	
	Combo 1-Day pass	\$0.33		\$0.50	
	Circ. 1-Day pass	\$0.40		\$0.50	
	single ride	\$0.50		\$0.75	
	all fare products	\$0.44		\$0.55	
Annual Revenue	weekly combo/monthly/annual	\$572,229	36%	\$1,152,078	57%
	Combo 1-Day pass	\$16,805	1%	\$37,812	2%
	Circ. 1-Day pass	\$30,250	2%	\$50,416	3%
	single ride	\$988,472	61%	\$772,118	38%
	all fare products	\$1,607,756		\$2,012,425	